

Carter Smith hails from Northern California where she grew up riding and showing horses in several disciplines. After graduating from Pony Club, she primarily competed in AQHA all-around events in high school and got hooked on reining.

During her college years, she focused on reining and showed a son of Smart Chic Olena, Chocolate Chic Olena. The two won many national titles including setting a record in 1997 as the only horse and rider to win the Non-Pro and Limited Open NRHA Derby in the same year. Chocolate Chic Olena then became an NRHA Million Dollar Breeding Sire.

After college, Smith started her career in marketing & retail and after a 20-year run, she decided to marry her passions of e-commerce and horses and launch 100X Equine in 2019.

100X Equine produces supplements, designed to support the health and performance of horses. The supplements are formulated using natural ingredients, and are designed to address a range of issues, including joint health, digestive health, immune function, and more.

Smith is the co-founder and president of 100X Equine and lives in Prosper, Texas with her fiancé (who is the scientist behind the 100X formulas), and their blended family. She has roughly a dozen reining horses and runs a breeding operation out of their 260-acre ranch in Pilot Point, TX.